

UNIVERSIDADE DE LISBOA
FACULDADE DE BELAS-ARTES



O DESIGNER GOLEM

Um modelo computacional da criatividade em design

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ANEXOS

Orientador: Prof. Doutor Emílio Manuel Távora Vilar

Tese especialmente elaborada para a obtenção do grau de Doutor em
Belas-Artes, na especialidade de Design de Comunicação

2017

Anexo A:

Questionário, versão inicial

Segue-se a versão inicial do questionário. Este questionário foi revisto e ministrado na sua versão final, reproduzida no **Anexo B**.

1. Your general views on creativity

- 1.1. Please provide your most complete and concise definition of "Creativity"

- 1.2. Do you think creativity is a personal trait that you either have or have not?

- A) No
- B) Yes

- 1.3. Do you think it is possible to rate creativity in any designed artifact?

- A) No
- B) Yes

- 1.4. Do you think it is possible to rate the creativity level of any individual?

- A) No
- B) Yes

- 1.5. What strategies would you use in order to rate the creativity level of an individual? (check all that apply)

- A) Neuroimaging
- B) Psychological/behavioural tests
- C) Rating the creative output of the individual
- D) Surveying the public's opinion about that individual
- E) Other — please specify: _____

- 1.6. What strategies would you use in order to rate the creativity of an artifact? (check all that apply)

- A) Rate its uniqueness
- B) Rate its visual appeal
- C) Rate its popularity
- D) Rate its usefulness
- E) Other — please specify: _____

1.7. Please rate the importance of creativity for Design in general.

(i.e., the importance of creativity for all Design disciplines)

1 2 3 4 5

(1=Not important; 2=Somewhat important; 3=Important; 4=Very important; 5=Extremelly important)

1.8. Do you think everyone has the same potential for being creative?

- A) No
- B) Yes

1.9. Do you think creativity can be learned?

- A) No
- B) Yes

1.10. Do you think creativity can be taught?

- A) No
- B) Yes

1.11. Do you think creativity can be improved in any individual?

- A) No
- B) Yes

1.12. How do you rate the creativity of the design work you've seen lately (for the past 12 months), out there in the world at large?

1 2 3 4 5

(1=Not creative at all; 2=Somewhat creative; 3=Creative; 4=Very creative; 5=Extremelly creative)

2. Your relationship with creativity

2.1. Do you consider yourself a creative individual?

- A) No
- B) Yes

2.2. How do you express your creativity? (check all that apply)

- A) My work as a designer
- B) Designing pro-bono stuff
- C) Designing mockups / portfolio pieces
- D) Playing music / singing
- E) Composing (music)
- F) Painting / drawing / illustration
- G) Sculpture / other fine-arts
- H) Acting / performing
- I) Photography
- J) Writing
- K) Other — please specify: _____

2.3. In your job as a designer, do you wish you had more opportunities to express your creativity?

- A) No
- B) Yes

- 2.4. Please rate how much of your everyday work requires creative skills:**
- 1 2 3 4 5
- (1=Nothing I do requires creative skills; 2=Some things I do require creative skills; 3=Half of what I do requires creative skills; 4=Most of what I do requires creative skills; 5=Everything I do requires creative skills)
- 2.5. Was creativity an explicit part of your Design education?**
(For instance, did you have any classes focusing on creativity, or were there any creativity books in any reading list?)
- A) No
B) Yes
- 2.6. Was creativity an explicit part of your general school education?**
(For instance, did you have any classes focusing on creativity, or were there any creativity books in any reading list?)
- A) No
B) Yes
- 2.7. How do you rate your creativity, by comparison with other designers like yourself?**
(By "designers like yourself" we mean designers who work in the same field, like graphic design, web design, etc. We mean all designers whose work you know, regardless you know them in person.)
- A) I don't compare myself to others
B) I'm less creative than most designers
C) I'm as creative as most designers
D) I'm above average
E) I'm the BEST!
- 2.8. Please rate the importance of creativity for your job in particular:**
(i.e., the importance of creativity for the specific tasks you do in your job as a designer.)
- 1 2 3 4 5
- (1=Not important; 2=Somewhat important; 3=Important; 4=Very important; 5=Extremelly important)
- 2.9. Do you think you are more creative now that you are older, or do you think you were more creative when you were younger?**
- A) I don't know
B) I was more creative when I was younger
C) I'm as creative as I always was
D) I'm more creative now
- 2.10. If you answered B) or D), what do you think could be the reason for it?**

- 2.11. **Do you think that the work you've been doing lately could be more creative?**
 A) No
 B) Yes
- 2.12. **How do you rate the creativity of the design work you've been doing lately (for the past 12 months)?**
 1 2 3 4 5
 (1=Not creative at all; 2=Somewhat creative; 3=Creative; 4=Very creative; 5=Extremely creative)
- 2.13. **What do you think is the greatest obstacle to creativity, for design in general?** (please choose one)
 A) Time constraints
 B) Budget constraints
 C) The designers' lack of vision
 D) The clients' lack of vision
 E) Public's resistance to change
 F) Other — please specify: _____
- 2.14. **What do you feel is your greatest obstacle to creativity, in your own work as a designer?** (please choose one)
 A) Time constraints
 B) Budget constraints
 C) The designers' lack of vision
 D) The clients' lack of vision
 E) Public's resistance to change
 F) Other — please specify: _____
- 2.15. **Excluding your own work, how do you rate the creativity of the design work being done in your specific field (for the past 12 months)?**
 1 2 3 4 5
 (1=Not creative at all; 2=Somewhat creative; 3=Creative; 4=Very creative; 5=Extremely creative)
- 2.16. **How does your creativity work? (check all that apply)**
 A) Sudden flashes of creativity come unexpectedly
 B) New ideas come to me all the time
 C) Solutions to a problem emerge in the middle of working hard on that same problem
 D) Solutions to a problem emerge in the middle of something completely different

3. About you

3.1. **Your birth date** (YYYY-MM-DD):

3.2. **Your gender:**

- A) Male
 B) Female

3.3. The country where you were born:

3.4. The city where you were born:

3.5. Your mother's occupation:

(By "mother" we mean the person who was your motherly figure while you were growing up, biological mother or otherwise. If you didn't have a motherly figure, please check "Not applicable")

- A) Not applicable
- B) Architect
- C) Art Director
- D) Graphic / Visual Designer
- E) Product / Industrial Designer
- F) Interaction / Multimedia Designer
- G) Web Designer
- H) Painter / Illustrator
- I) Sculptor / Other Fine-Arts practice
- J) Singer / Musician / Composer
- K) Actor / Performer / Choreographer
- L) Writer
- M) Other — please specify: _____

3.6. Your father's occupation:

(By "father" we mean the person who was your fatherly figure while you were growing up, biological father or otherwise. If you didn't have a fatherly figure, please check "Not applicable")

- A) Not applicable
- B) Architect
- C) Art Director
- D) Graphic / Visual Designer
- E) Product / Industrial Designer
- F) Interaction / Multimedia Designer
- G) Web Designer
- H) Painter / Illustrator
- I) Sculptor / Other Fine-Arts practice
- J) Singer / Musician / Composer
- K) Actor / Performer / Choreographer
- L) Writer
- M) Other — please specify: _____

3.7. Your mother's top education level:

- A) Elementary 4 years or less of schooling
- B) 4 to 7 years
- C) 8 to 9 years
- D) 10 to 12 years
- E) Some incomplete college
- F) Basic 3 to 5 year undergraduate college degree

- G) Masters degree or similar
- H) Doctoral degree or similar

3.8. Your father's top education level:

- A) Elementary 4 years or less of schooling
- B) 4 to 7 years
- C) 8 to 9 years
- D) 10 to 12 years
- E) Some incomplete college
- F) Basic 3 to 5 year undergraduate college degree
- G) Masters degree or similar
- H) Doctoral degree or similar

3.9. How many siblings do you have?

(How many brothers and sisters have you ever had, even if any of them has passed away.)

3.10. How many of them pursued careers in the Arts?

3.11. Did any member of your family influenced you or was at any rate an inspiration for you to become a designer?

- A) No
- B) Yes

4. About your education

4.1. Your top education level:

- A) Elementary 4 years or less of schooling
- B) 4 to 7 years
- C) 8 to 9 years
- D) 10 to 12 years
- E) Some incomplete college
- F) Basic 3 to 5 year undergraduate college degree
- G) Masters degree or similar
- H) Doctoral degree or similar

4.2. The country where you went to school

Please specify: _____

4.3. The city where you went to school

Please specify: _____

4.4. How did you get your Design education?

(Please choose the option that best describes your situation)

- A) On my own: I'm self-taught
- B) Apprenticeship at a Design studio / consultancy / etc.
- C) 1 to 2 year general art / design / tech course (not college)
- D) 1 to 2 year course in a specific Design discipline (not college)
- E) 3 year or more art / design / tech course (not college)
- F) 3 year or more course in a Design discipline (not college)

G) Incomplete college degree in Design

H) Completed college degree in Design

4.5. The name of the institution where you got your Design education

Please specify: _____

4.6. The country where you got your Design education

Please specify: _____

4.7. The city where you got your Design education

Please specify: _____

4.8. Did you have any kind of "mentor" that helped you during your Design education?

A) No

B) Yes

5. About your job

5.1. What kind of designer are you?

A) Graphic / Visual designer

B) Web designer

C) Interaction / Multimedia

D) User experience designer

E) Fashion designer

F) Product / Industrial designer

G) Other — please specify: _____

5.2. For how long have you been a designer (how many years)?

Please specify: _____

5.3. Why do you call yourself a designer?

A) Because I have a degree in Design

B) Because that's what I do

C) Because I'm a member of the guild / society / etc.

D) Because I think like a designer

E) Because that's what is written in my income tax

F) Because other people say I'm a designer

G) Other — please specify: _____

5.4. How many people work at your workplace, in total?

Please specify: _____

5.5. How many of them are designers (including you)?

Please specify: _____

Anexo B:

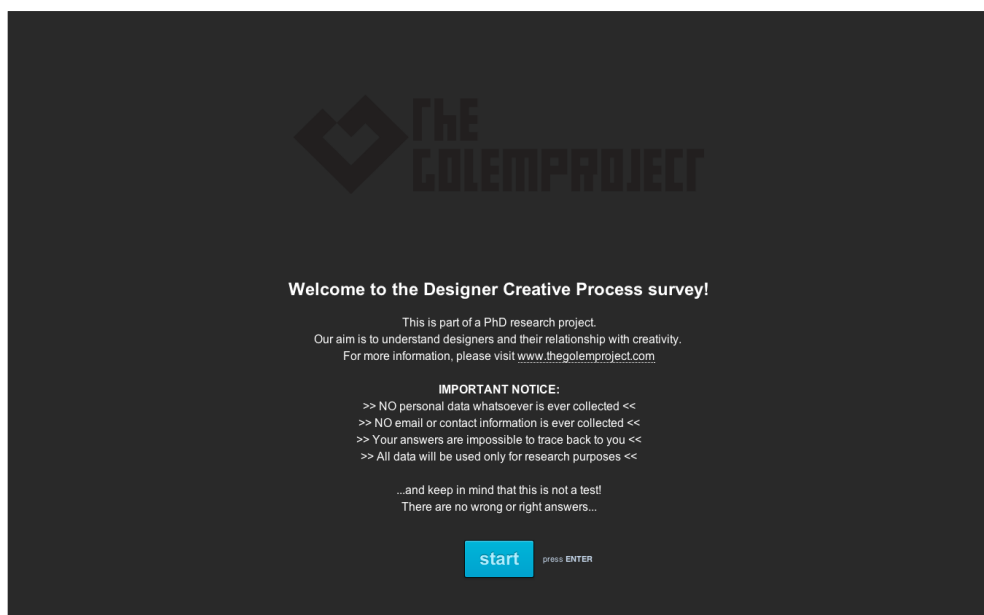
Questionário, versão final

Esta é a versão final do questionário, efectivamente ministrado. O questionário foi operacionalizado através da plataforma online Typeform.

Todas as perguntas de resposta múltipla que não representam escalas foram apresentadas com os respectivos items em ordem aleatória. Todas as perguntas de resposta múltipla que representam escalas foram apresentadas com os respectivos items por ordem crescente.

A pergunta 1.2. (referida na plataforma como 1b. Ver segunda imagem da pág. B-2) é um caso particular, porque representa uma escala dupla: simultaneamente quantitativa (número de anos de formação) e qualitativa (tipo de formação e formação generalista ou específica). Neste caso a ordem crescente foi também utilizada, sendo que para a componente qualitativa foi adoptado um critério de valorização das diferentes categorias, atribuindo à formação específica maior valor do que à formação generalista, e maior valor à formação estruturada do que à formação em posto de trabalho, e o menor valor à autoformação.

As imagens que se seguem são a reprodução de todas as perguntas do questionário, tal como apresentadas aos inquiridos que tenham acedido ao inquérito através de um computador *desktop*.



1 → Your education

We start with some questions about your school education and your design education.

a. Your school education *

A	Less than 10 years
B	10 to 12 years
C	Some incomplete college
D	Basic 3 to 5 year college degree or similar
E	Masters degree or similar
F	Doctoral degree or similar

b. How did you get your Design education? *

If you had several of the following experiences, please choose the one which was the most important for you to become a designer.

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1 → Your education

b. How did you get your Design education? *

If you had several of the following experiences, please choose the one which was the most important for you to become a designer.

A	On my own: I'm self-taught
B	Apprenticeship at a Design studio / consultancy / etc.
C	1 to 2 year general art / design / tech course (not college)
D	1 to 2 year course in a Design discipline (not college)
E	3 year or more general art / design / tech course (not college)
F	3 year or more course in a Design discipline (not college)
G	College degree in Design (incomplete)
H	College degree in Design (complete)

c. Did you have any kind of "mentor" that helped you during your Design education? *

Y Yes

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1 → Your education

F	3 year or more course in a Design discipline (not college)
G	College degree in Design (incomplete)
H	College degree in Design (complete)

c. Did you have any kind of "mentor" that helped you during your Design education? *

Y Yes

N No

d. Was creativity an explicit part of your Design education? *

For instance, did you have any classes focusing on creativity, or were there any creativity books in any reading list?

Y Yes

N No

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1 → Your education

Design education?

☐ Yes

☐ No

d. Was creativity an explicit part of your Design education?*

For instance, did you have any classes focusing on creativity, or were there any creativity books in any reading list?

☐ Yes

☐ No

2 → Your relationship with creativity

Some general questions about creativity and how it fits into your life.

a. How do you express your creativity?*

Tell us all the ways you express your creativity.

☐ Choose as many as you like

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2 → Your relationship with creativity

Some general questions about creativity and how it fits into your life.

a. How do you express your creativity?*

Tell us all the ways you express your creativity.

☐ Choose as many as you like

☐ In all my work as a designer

☐ Designing not-for-profit stuff

☐ Designing mockups / portfolio pieces

☐ Playing music / singing

☐ Composing (music)

☐ Painting / drawing / illustration

☐ Sculpture / other fine-arts

☐ Acting / performing

☐ Photography

☐ Writing

☐ Other

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2 → Your relationship with creativity

☐ Photography

☐ Writing

☐ Other

b. Do you wish you had more opportunities to express your creativity in your work?*

☐ Yes, my job could be more creatively fulfilling

☐ No, my job is already creatively fulfilling

c. Do you actively try to find ways to enhance your creativity?*

For instance, do you try to find books or other written material on the subject, attend workshops, summer schools, etc?

☐ Yes

☐ No

d. In a typical day at work, how much of your time is spent on non-

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2 → Your relationship with creativity

☐ Yes, my job could be more creatively fulfilling
☐ No, my job is already creatively fulfilling

c. Do you actively try to find ways to enhance your creativity?*

For instance, do you try to find books or other written material on the subject, attend workshops, summer schools, etc?

☐ Yes
☐ No

d. In a typical day at work, how much of your time is spent on non-creative tasks?*

☐ More than 4 hours / day
☐ From 2 to 4 hours / day
☐ From 1 to 2 hours / day
☐ Less than 1 hour / day

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2 → Your relationship with creativity

☐ No

d. Which of the following ways of enhancing creativity have you tried?

Choose as many as you like

☐ A Books about creativity
☐ B Scholarly articles
☐ C Online courses
☐ D Online videos and tutorials
☐ E Workshops
☐ F Other

e. In a typical day at work, how much of your time is spent on non-creative tasks?*

☐ More than 4 hours / day
☐ From 2 to 4 hours / day

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2 → Your relationship with creativity

☐ Yes
☐ No

d. In a typical day at work, how much of your time is spent on non-creative tasks?*

☐ A More than 4 hours / day
☐ B From 2 to 4 hours / day
☐ C From 1 to 2 hours / day
☐ D Less than 1 hour / day

e. How do you rate your creativity, by comparison with other designers like yourself?*

By "designers like yourself" we mean designers who work in the same field, like graphic design, web design, etc. We mean all designers whose work you know, regardless of you knowing them personally or not.

☐ I don't compare myself to others

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2 → Your relationship with creativity

← Less than 1 hour / day

e. How do you rate your creativity, by comparison with other designers like yourself?*

By "designers like yourself" we mean designers who work in the same field, like graphic design, web design, etc. We mean all designers whose work you know, regardless of you knowing them personally or not.

☐ A I don't compare myself to others

☐ B I'm less creative than most

☐ C I'm as creative as most

☐ D I'm more creative than most

☐ E I'm the most creative designer in my field

f. What kind of tools do you regularly use in your creative activity?*

Please choose only the most significative.

Choose as many as you like

☐ A The computer

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2 → Your relationship with creativity

☐ E I'm the most creative designer in my field

f. What kind of tools do you regularly use in your creative activity?*

Please choose only the most significative.

Choose as many as you like

☐ A The computer

☐ B Hand drawing/sketching

☐ C Painting and/or other traditional techniques

☐ D Digital photography

☐ E "Analog" photography

3 → Your creative process

Some specific questions about your creative process and creative output.

a. Which of the following are recognizable steps in your usual creative process?*

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2 → Your relationship with creativity

3 → Your creative process

Some specific questions about your creative process and creative output.

a. Which of the following are recognizable steps in your usual creative process?*

Choose as many as you like

☐ A Research

☐ B Refinement

☐ C Idea generation

☐ D Test / Evaluation

☐ E Idea development

☐ F Idea incubation

☐ G Problem setting

☐ H Problem solving

b. How orderly is your creative process?*

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3 → Your creative process

☒ Problem setting

☐ Problem solving

b. How orderly is your creative process?*

☐ A I follow specific steps in a specific order

☐ B I improvise all the way

☐ C I follow specific steps but not always in the same order

☐ D I follow one or two steps but the rest I improvise

c. To what extent is your creative process personal or collective?*

Think about your usual creative process, from start to finish, and think about the importance of other people's input to your final result.

☐ A It's always a personal process

☐ B It's mostly personal, with some input from a few people

☐ C It's a collective process because there's a lot of input from

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3 → Your creative process

☐ I follow one or two steps but the rest I improvise

c. To what extent is your creative process personal or collective?*

Think about your usual creative process, from start to finish, and think about the importance of other people's input to your final result.

☐ A It's always a personal process

☐ B It's mostly personal, with some input from a few people

☐ C It's a collective process because there's a lot of input from various sources

☐ D It's always a collective process

d. Which of the following techniques do you use in your creative process?*

Choose as many as you like

☐ Checklists

☐ Brainstorming

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3 → Your creative process

d. Which of the following techniques do you use in your creative process?*

Choose as many as you like

☐ A Checklists

☐ B Brainstorming

☐ C Mindmapping

☐ D Collage / Mood boards

☐ E Analogies

☐ F Metaphores

☐ G Functional analysis

☐ H Other

e. What is the importance of using sources of inspiration for your creative process?*

☐ Very important

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3 → Your creative process

☐ Functional analysis

☐ Other

e. What is the importance of using sources of inspiration for your creative process?*

☐ A Very important

☐ B Moderately important

☐ C Slightly important

☐ D Not at all

f. What are your main sources of inspiration?*

Please chose all the options that best describe those sources of inspiration you use more often.

Choose as many as you like

☐ A Photography

☐ B TV shows

☐ C Movies

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3 → Your creative process

f. What are your main sources of inspiration?*

Please chose all the options that best describe those sources of inspiration you use more often.

Choose as many as you like

☐ A Photography

☐ B TV shows

☐ C Movies

☐ D Books

☐ E Current news topics

☐ F The work of illustrators, painters and other visual artists

☐ G The work of other designers in my field

☐ H Music

☐ I Other

g. Where do you find your main sources of inspiration?*

Choose as many as you like

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3 → Your creative process

☐ I Other

g. Where do you find your main sources of inspiration?*

Choose as many as you like

☐ A Movies

☐ B Online (websites, blogs, online publications)

☐ C Exhibitions

☐ D Printed materials (books, magazines, flyers)

☐ E Television

☐ F Other

h. How frequently do you use sources of inspiration?*

☐ A Always

☐ B Often

☐ C Sometimes

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4 → Your job

How many years have you been working as a designer.

c. The country where you presently work: *

Type or select an option

- AFGHANISTAN
- ALBANIA
- ALGERIA
- AMERICAN SAMOA
- ANDORRA
- ANGOLA
- ANGUILLA
- ANTARCTICA
- ANTIGUA AND BARBUDA
- ARGENTINA

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4 → Your job

c. The country where you presently work: *

Type or select an option

d. The city where you presently work *

e. Do you work for a company / organization, or for yourself? *

- ☐ I am a freelancer
- ☐ I work for my own company
- ☐ I work for a company owned by others
- ☐ I work for a non-profit organization
- ☐ I work for the public sector

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4 → Your job

d. The city where you presently work

e. Do you work for a company / organization, or for yourself? *

- ☐ I am a freelancer
- ☐ I work for my own company
- ☐ I work for a company owned by others
- ☐ I work for a non-profit organization
- ☐ I work for the public sector

f. How many people (including you) work at your organization? *

g. Do you currently have any professional activity besides your job as a designer? *

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4 → Your job

<input type="radio"/> I work for my own company
<input type="radio"/> I work for a company owned by others
<input type="radio"/> I work for a non-profit organization
<input type="radio"/> I work for the public sector

f. How many people (including you) work at your organization?*

g. Do you currently have any professional activity besides your job as a designer?*

(by "professional activity" we mean a regular, income-generating activity, like teacher, wedding photographer, carpenter, etc.)

☐ Yes

☐ No

5 → Your background

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4 → Your job

f. How many people (including you) work at your organization?*

g. Do you currently have any professional activity besides your job as a designer?*

(by "professional activity" we mean a regular, income-generating activity, like teacher, wedding photographer, carpenter, etc.)

☐ Yes

☐ No

5 → Your background

These questions are optional, but we would really like you to answer all of them because this is very valuable statistical data.
Notice that this information can never be tracked back to you.
Furthermore, all responses in the whole survey are confidential.

a. Your birth date:

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4 → Your job

g. Do you currently have any professional activity besides your job as a designer?*

(by "professional activity" we mean a regular, income-generating activity, like teacher, wedding photographer, carpenter, etc.)

☒ Yes ✓

☐ No

h. Please specify your other professional activity:

5 → Your background

These questions are optional, but we would really like you to answer all of them because this is very valuable statistical data.
Notice that this information can never be tracked back to you.
Furthermore, all responses in the whole survey are confidential.

a. Your birth date:

(YYYY-MM-DD)

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☐ Yes
☐ No

5 → Your background

These questions are optional, but we would really like you to answer all of them because this is very valuable statistical data.
Notice that this information can never be tracked back to you.
Furthermore, all responses in the whole survey are confidential.

a. Your birth date:
(YYYY-MM-DD)

b. Your gender:

☐ Male
☐ Female

c. Your country of birth:

0% completed

5 → Your background

a. Your birth date:
(YYYY-MM-DD)

b. Your gender:

☐ Male
☐ Female

c. Your country of birth:

Type or select an option

d. Your mother's main occupation
By "mother" we mean the person who was your motherly figure while you were growing up, be it your biological mother or otherwise. If you didn't have a motherly figure while growing up, please check "(Not applicable)".

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5 → Your background

b. Your gender:

☐ Male
☐ Female

c. Your country of birth:

Type or select an option

AFGHANISTAN
ALBANIA
ALGERIA
AMERICAN SAMOA
ANDORRA (Not applicable)
ANGOLA (Not applicable)
ANGUILLA (Not applicable)
ANTARCTICA (Visual Designer)
ANTIGUA AND BARBUDA (Designer)
ARGENTINA (Visual Designer)

0% completed

5 → Your background

d. Your mother's main occupation

By "mother" we mean the person who was your motherly figure while you were growing up, be it your biological mother or otherwise. If you didn't have a motherly figure while growing up,

☐ (Not applicable)

☐ Architect

☐ Art Director

☐ Graphic / Visual Designer

☐ Product / Industrial Designer

☐ Interaction / Multimedia Designer

☐ Web Designer

☐ Painter / Illustrator

☐ Sculptor / Other Fine-Arts practice

☐ Singer / Musician / Composer

☐ Actor / Performer / Choreographer

☐ Writer

☐ Other

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5 → Your background

e. Your father's main occupation

By "father" we mean the person who was your fatherly figure while you were growing up, be it your biological father or otherwise. If you didn't have a fatherly figure while growing up, please

☐ (Not applicable)

☐ Architect

☐ Art Director

☐ Graphic / Visual Designer

☐ Product / Industrial Designer

☐ Interaction / Multimedia Designer

☐ Web Designer

☐ Painter / Illustrator

☐ Sculptor / Other Fine-Arts practice

☐ Singer / Musician / Composer

☐ Actor / Performer / Choreographer

☐ Writer

☐ Other

0% completed

5 → Your background

☐ Other

f. Your mother's education

☐ Less than 10 years

☐ 10 to 12 years

☐ Some incomplete college

☐ Basic 3 to 5 year college degree or similar

☐ Masters degree or similar

☐ Doctoral degree or similar

g. Your father's education

☐ Less than 10 years

☐ 10 to 12 years

☐ Some incomplete college

0% completed

5 → Your background

g. Your father's education

Less than 10 years

10 to 12 years

Some incomplete college

Basic 3 to 5 year college degree or similar

Masters degree or similar

Doctoral degree or similar

h. How many brothers/sisters do you have?

How many brothers and sisters have you ever had, even if any of them has passed away.

0% completed

⬆ ⬇

5 → Your background

Some incomplete college

Basic 3 to 5 year college degree or similar

Masters degree or similar

Doctoral degree or similar

h. How many brothers/sisters do you have?

How many brothers and sisters have you ever had, even if any of them has passed away.

Ok ✓ press ENTER

0% completed

⬆ ⬇

5 → Your background

h. How many brothers/sisters do you have?

How many brothers and sisters have you ever had, even if any of them has passed away.

3

i. How many of them pursued careers in the Arts?

1

j.

Ok ✓ press ENTER

 of your family influenced you or was at any rate an inspiration for you to become a designer?

Y Yes

N No

2% completed

^

v

5 → Your background

i. How many of them pursued careers in the Arts?

1

j. Did any member of your family influenced you or was at any rate an inspiration for you to become a designer?

Y Yes

N No

5% completed

^

v

Anexo à tese de doutoramento “O Designer Golem: um modelo computacional da criatividade em Design”
Carlos Pires / 2017 / FBA-UL

B – 14

Anexo C:

Lista de entidades contactadas

Foram endereçados convites à participação no inquérito a todas as associações e escolas membros do ICOGRADA, BEDA e CUMULUS, a alguns grupos de interesse na plataforma de contactos profissionais online LinkedIn, e ainda à mailing list da Design Research Society. Segue-se a listagem detalhada de todas as entidades.

Grupos de interesse na plataforma LinkedIn:

- AIGA — 90022 membros
- Communication Arts — 122916 membros
- Creative Design Professionals Worldwide — 37666 membros
- Creative Design Pros – Designers forum — 174995 membros
- Design and Develop — 19512 membros
- Design Research — 35788 membros
- Graphic Design — 58364 membros
- Graphic Design Professional Group — 47760 membros
- Graphic Design & Art Directo — 100000 membros

PORTUGAL

- Associação Portuguesa de Designers
- Associação Nacional de Designers
- Ar.Co – Centro de Arte & Comunicação Visual
- ESAD / Escola Superior de Arte e Design
- ESTAL – Escola Superior de Tecnologias e Artes de Lisboa
- Etic – Escola de Tecnologias Inovação e Criação
- IADE Creative University
- LSD – Lisbon School of Design
- RESTART – Instituto de Criatividade, Artes e Novas Tecnologias
- Universidade do Algarve
- Universidade de Aveiro
- Universidade da Beira Interior
- Universidade de Coimbra
- Universidade de Évora
- Universidade de Lisboa
- Universidade Lusófona
- Universidade do Minho
- Universidade do Porto

SPAIN

Asociación Española de Profesionales del Diseño
Associació de Dissenyadors Professionals

Andalucía

Escuela de Arte de Baeza
Escuela de Arte de Córdoba
Escuela de Arte de Granada
Universidad de Granada
Escuela de Arte de Jerez
Universidad de Málaga
Universidad de Sevilla, Fac. de Bellas-Artes

Aragón

Escuela de Arte de Huesca
Escuela de Arte de Teruel
Escuela de Arte de Zaragoza
Castilla la Mancha
Escuela de Arte de Albacete
Escuela de Arte de Cuenca
Escuela de Arte de Guadalajara
Escuela de Arte de Talavera
Escuela de Arte de Toledo
Escuela de Arte "ANTONIO LÓPEZ"

Castilla León

Escuela de Arte de Avila
Escuela de Arte de Burgos
Escuela de Arte de Segovia
Escuela de Arte de Zamora

Cataluña

Escola d'art i superior de disseny Pau Gargallo de Badalona
Deià Escola d'Art i Superior de Disseny C/ Deià
Escola Superior de Disseny i Art Llotja
Escola d'Art i Superior de Disseny Ondara Tàrraga
Escola d'Art i Superior de Disseny de Vic

Navarra

Escuela de Arte Corella

Madrid

Escuela de Arte Francisco Alcántara
Escuela de Arte número diez
Arte 12 Industrial Design

Valencia

Escola d'Art i Superior de Disseny d'Alcoi

Escola d'Art i Superior de Disseny d'Alacant
Escola d'Art i Superior de Disseny de Castelló
Escola d'Art i Superior de Diseño de Orihuela
Escola d'Art i Superior de Disseny de València

Extremadura

Escuela de Arte y Superior de Diseño de Mérida

Galícia

Escola de Arte e Superior de Deseño Pablo Picasso
Escola de Arte e Superior de Deseño Ramón Falcón de Lugo
Escola de Arte e Superior de Deseño de Ourense
Escola de Arte e Superior de Deseño Mestre Mateo Santiago de Compostela

Baleares

Escola Superior de Disseny Illes Balears
Escola d'Art d'Eivissa

Canarias

Escuela de Arte y Superior de Diseño Gran Canaria
Escuela de Arte Manolo Blahnik Isla de La Palma
Escuela de Arte y Superior de Diseño Fernando Estévez Tenerife

Pais Vasco

Escuela de Arte y Superior de Diseño Vitoria-Gasteiz

Principado de Astúrias

Escuela de Arte de Oviedo
Región de Murcia
Escuela de Arte de Murcia

La Rioja

ESDIR – Escuela Superior de Diseño de la Rioja

FRANCE

Alliance Française des Designers
École Boulle
École d'Art Maryse Eloy
ECV – École de Communication Visuelle
École Duperré
École Estienne
École intuit.lab
École supérieure d'Art et de Design d'Orléans
École supérieure d'Art et de Design de Reims
École supérieure d'Art et Design Saint-Étienne
ESAG Penninghen

École Nationale Supérieure des Arts Décoratifs
Kedge Design School
École Nationale Supérieure de Création Industrielle
LISAA – L’Institut Supérieur des Arts Appliqués
L’École de design Nantes Atlantique
ENSAAMA -École Nationale Supérieure des Arts Appliqués et des
Métiers d’Art
Paris College of Art
Strate École de Design

GERMANY

Ostbayerische Technische Hochschule Regensburg – Faculty of
Architecture
Hochschule für Künste Bremen
Folkwang Universität der Künste
Burg Giebichenstein Kunsthochschule Halle
Hochschule Würzburg-Schweinfurt – Fakultät Gestaltung
Fachhochschule Dortmund Hochschule für Gestaltung Offenbach am
Main
Hochschule für Gestaltung Schwäbisch Gmünd
Köln International School of Design
Hochschule Pforzheim

ITALY

Associazione Italiana Design della Comunicazione Visiva
Associazione Italiana Progettisti d’interni
ADI Associazione per il Disegno Industriale

BELGIUM

Association of the Industrial Design Agencies in Flanders
The Union of Designers in Belgium (UDB)

NETHERLANDS

Association of Dutch Designers (BNO)

DENMARK

Danish Designers
Danish Design Association

AUSTRIA

Designaustria /Österreichs Wissenszentrum und Interessenvertretung für
Design
International Institute for Information Design

UNITED KINGDOM

Design Business Association

LUXEMBURG

Design-Luxembourg

ESTONIA

Estonian Association of Designers

NORWAY

Grafill – Norwegian Association for Visual Communication

FINLAND

Ornamo – Finnish Association of Designers

SLOVENIA

Slovene Designers Association (DOS)

SWEDEN

Swedish Association of Designers (Sveriges designer)

SWITZERLAND

Swiss Design Association (SDA)

POLAND

The Association of Industrial Designers in Poland (SPFP)

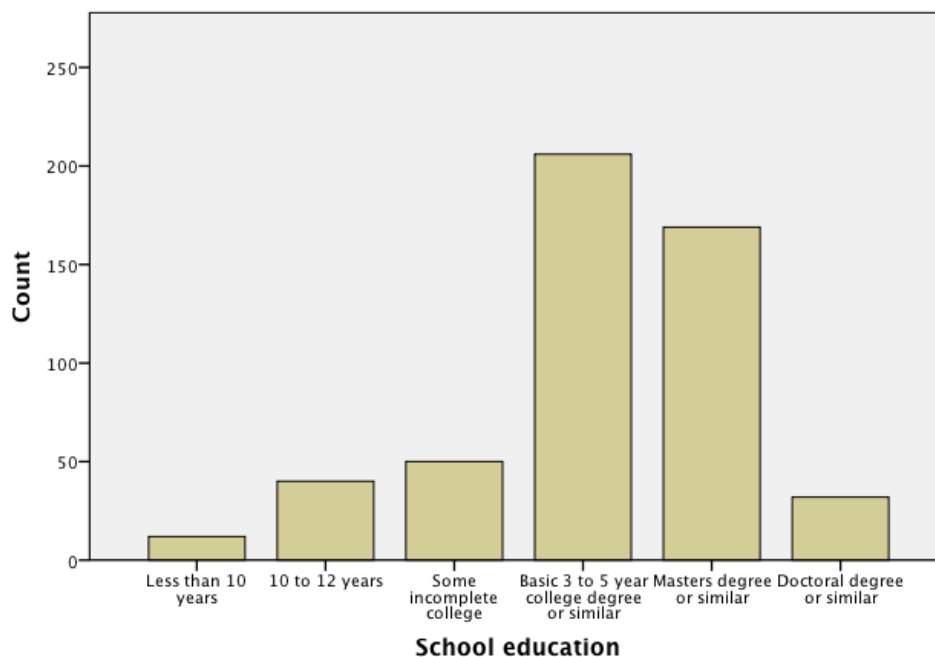
Stowarzyszenie Twórców Grafiki Użytkowej

Anexo D:

Estatística descritiva para a totalidade da amostra e do inquérito

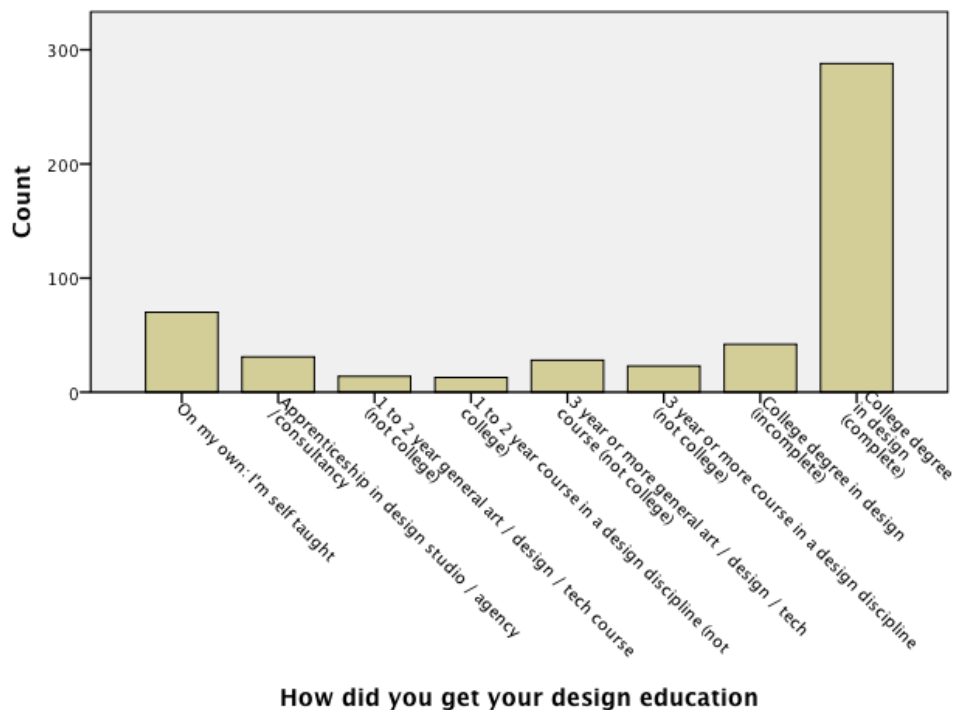
1. “Your school education”

Value	Count	Percen
Less than 10 years	12	2.4%
10 to 12 years	40	7.9%
Some incomplete college	50	9.8%
Basic 3 to 5 year college degree or similar	206	40.5%
Masters degree or similar	169	33.2%
Doctoral degree or similar	32	6.3%



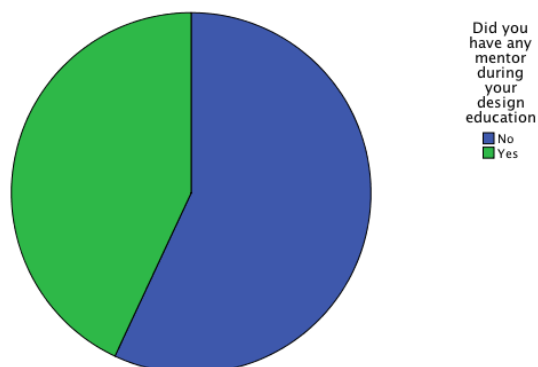
2. How did you get your design education?

Value	Count	Percent
On my own: I'm self taught	70	13.8%
Apprenticeship in design studio / agency /consultancy	31	6.1%
1 to 2 year general art / design / tech course (not college)	14	2.8%
1 to 2 year course in a design discipline (not college)	13	2.6%
3 year or more general art / design / tech course (not college)	28	5.5%
3 year or more course in a design discipline (not college)	23	4.5%
College degree in design (incomplete)	42	8.3%
College degree in design (complete)	288	56.6%



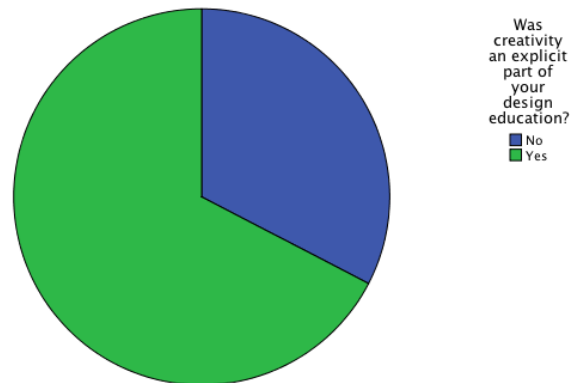
3. Did you have any mentor during your design education?

Value	Count	Percent
No	290	57.0%
Yes	219	43.0%



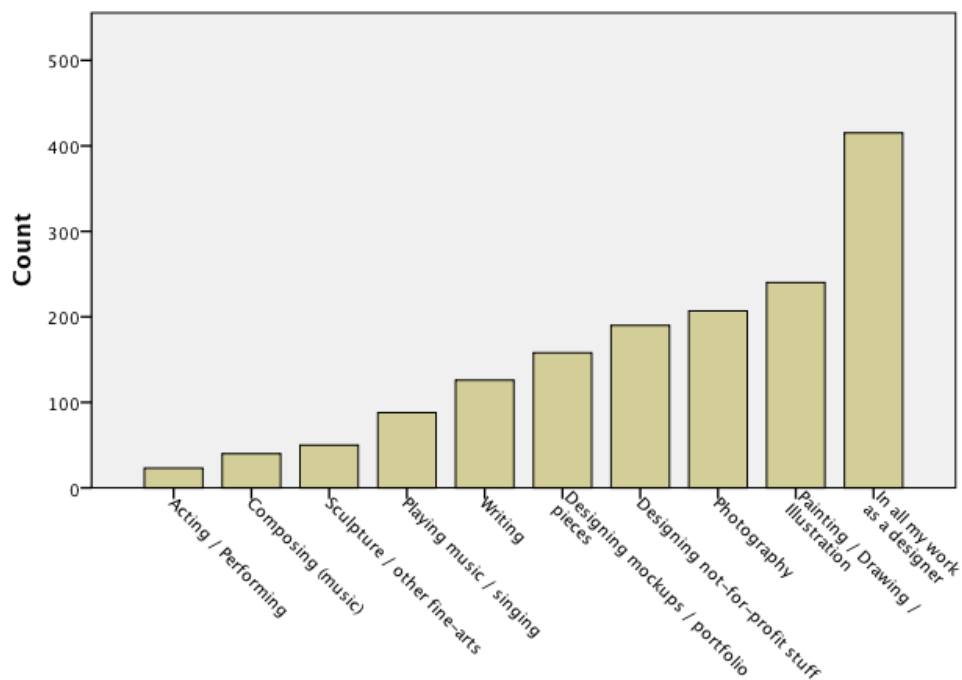
4. Was creativity an explicit part of your design education?

Value	Count	Percent
No	166	32.6%
Yes	343	67.4%



5. How do you express your creativity?

Value	Count	Percent
Acting / Performing	23	4.5%
In all my work as a designer	415	81.5%
Composing (music)	40	7.9%
Designing mockups / portfolio pieces	158	31.0%
Playing music / singing	88	17.3%
Designing not-for-profit stuff	190	37.3%
Painting / Drawing / Illustration	240	47.2%
Photography	207	40.7%
Sculpture / other fine-arts	50	9.8%
Writing	126	24.8%

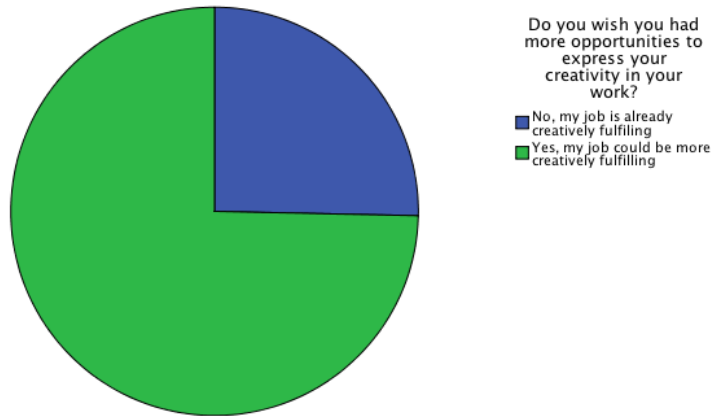


5b. How do you express your creativity? Other...

	Count	Percent
Valid Values	31	6.1%
Architecture	1	0.2%
arts and crafts things like jewelry for instance and several others	1	0.2%
book editing	1	0.2%
Clothing, DIY bushcraft tools	1	0.2%
collage, hand-made things	1	0.2%
Comic books	1	0.2%
Cooking	1	0.2%
Cooking, strategy development, project management	1	0.2%
Costuming	1	0.2%
craft	1	0.2%
Creating music videos	1	0.2%
creativity?	1	0.2%
Dancing	2	0.4%
Decorating my home, cooking and entertaining	1	0.2%
DIY stuff at home, sewing, knitting...	1	0.2%
everyday life	1	0.2%
filming	1	0.2%
Furniture & interior design, landscaping, hardscaping, communication	1	0.2%
Gardening, cooking	1	0.2%
Generating Ideas	1	0.2%
I do my own clothing	1	0.2%
Mentoring/ teaching whether in a formal setting or conversational.	1	0.2%
motion graphics	1	0.2%
Programming	1	0.2%
Roleplaying	1	0.2%
Teaching	1	0.2%
Thought	1	0.2%
videos	1	0.2%
Watching & discussing cinema	1	0.2%
Word play/idea association in conversation	1	0.2%

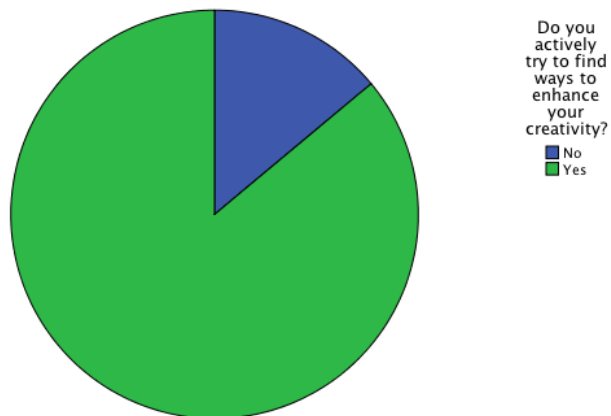
6. Do you wish you had more opportunities to express your creativity in your work?

Value	Count	Percent
No, my job is already creatively fulfilling	129	25.3%
Yes, my job could be more creatively fulfilling	380	74.7%



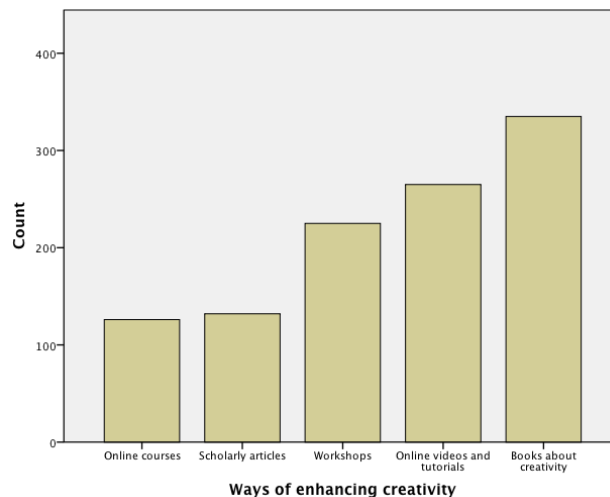
7. Do you actively try to find ways to enhance your creativity?

Value	Count	Percent
No	71	13.9%
Yes	438	86.1%



8. Which of the following ways of enhancing creativity have you tried?

Value	Count	Percent
Scholarly articles	132	25.9%
Books about creativity	335	65.8%
Online courses	126	24.8%
Online videos and tutorials	265	52.1%
Workshops	225	44.2%



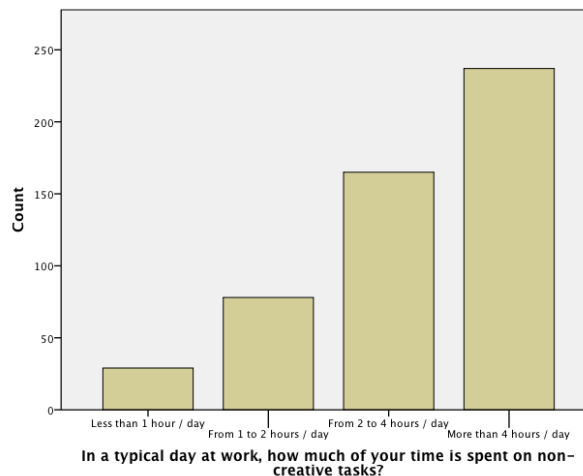
8b. Which of the following ways of enhancing creativity have you tried? Other...

	Count	Percent
Valid Values	27	5.3%
Acting Classes	1	0.2%
art museums	1	0.2%
browsing others' creative works	1	0.2%
constantly make stuff. if you are thinking you need to be making	1	0.2%
Consulting online books and resources	1	0.2%
Design related blogs	1	0.2%
different	1	0.2%
drugs	1	0.2%
engaging in creating thinking/problem-solving	1	0.2%
Following other artist's work	1	0.2%
I just keep my eyes open every day. Anything can be special and show	1	0.2%
Interacting with other creative people in different creative fields	1	0.2%
Just books about everything	1	0.2%
just by being observing and by experimenting on a daily basis	1	0.2%
Meditation	1	0.2%
Mentor tips	1	0.2%
Museum, book shops, simply walking in the city	1	0.2%
Offline course and using magazines	1	0.2%
Online searches	1	0.2%
Pursuing inspirational things	1	0.2%

reading books unrelated with design, listening and find new musics,	1	0.2%
searching for inspiring designers online (for example: Behance, Logo	1	0.2%
seeing things around, nature, people, cultures, sport	1	0.2%
Solo projects	1	0.2%
Studying on my own	1	0.2%
Talking without people and wondering	1	0.2%
Walking in the forest	1	0.2%

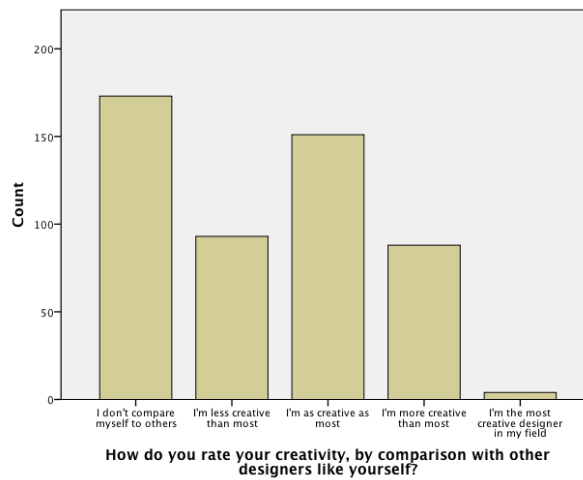
9. In a typical day at work, how much of your time is spent on non-creative tasks?

Value	Count	Percent
Less than 1 hour / day	29	5.7%
From 1 to 2 hours / day	78	15.3%
From 2 to 4 hours / day	165	32.4%
More than 4 hours / day	237	46.6%



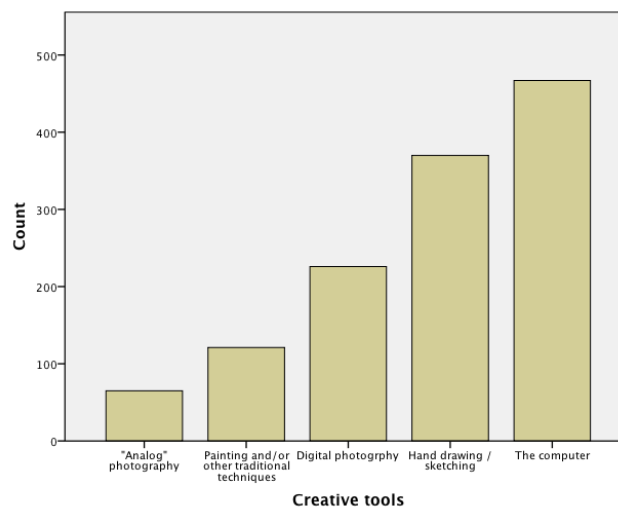
10. How do you rate your creativity by comparison with other designers like yourself?

Value	Count	Percent
I don't compare myself to others	173	34.0%
I'm less creative than most	93	18.3%
I'm as creative as most	151	29.7%
I'm more creative than most	88	17.3%
I'm the most creative designer in my field	4	0.8%



11. Which of the following tools do you regularly use in your creative process

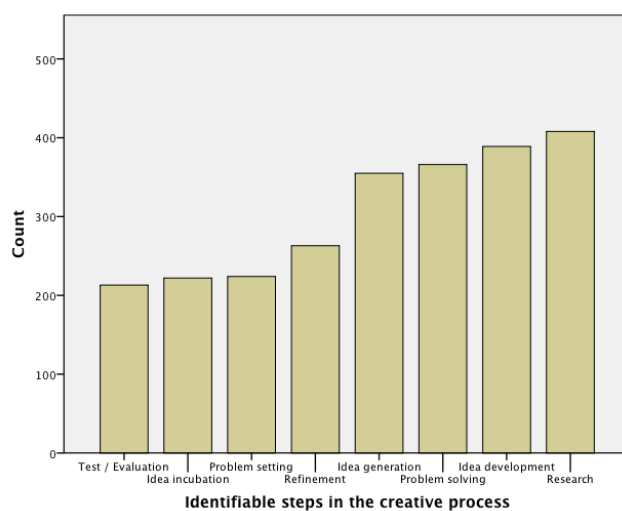
Value	Count	Percent
"Analog" photography	65	12.8%
The computer	467	91.7%
Digital photography	226	44.4%
Hand drawing / sketching	370	72.7%
Painting and/or other traditional techniques	121	23.8%



12. Which of the following are identifiable steps in your creative process

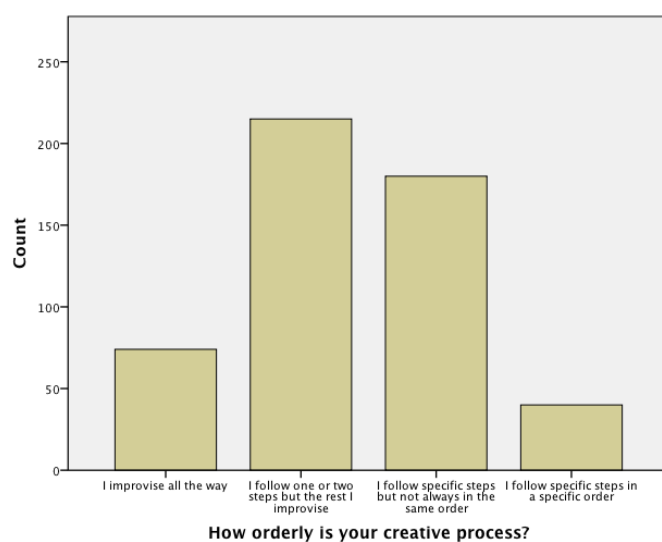
Value	Count	Percent
Idea development	389	76.4%
Test / Evaluation	213	41.8%
Idea generation	355	69.7%
Idea incubation	222	43.6%
Problem setting	224	44.0%

Problem solving	366	71.9%
Refinement	263	51.7%
Research	408	80.2%



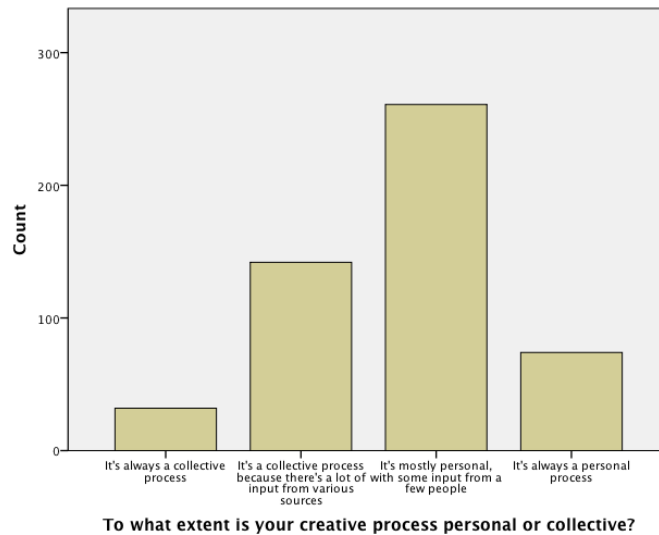
13. How orderly is your creative process?

Value	Count	Percent
I improvise all the way	74	14.5%
I follow one or two steps but the rest I improvise	215	42.2%
I follow specific steps but not always in the same order	180	35.4%
I follow specific steps in a specific order	40	7.9%



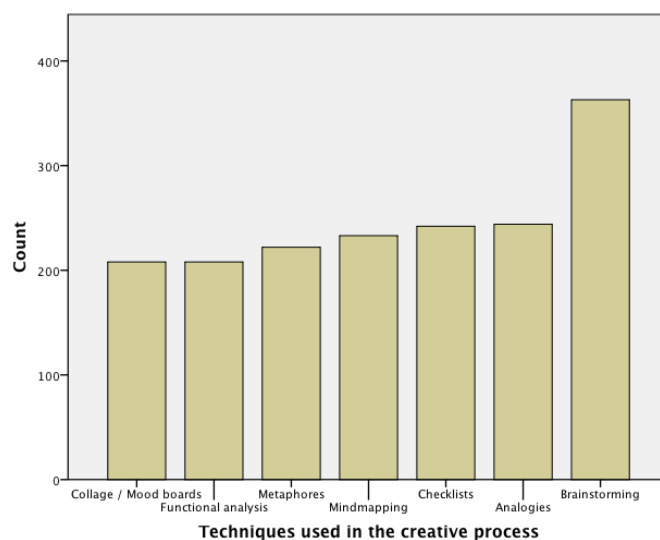
14. To what extent is your creative process personal or collective?

Value	Count	Percent
It's always a collective process	32	6.3%
It's a collective process because there's a lot of input from various sources	142	27.9%
It's mostly personal, with some input from a few people	261	51.3%
It's always a personal process	74	14.5%



15. Which of the following techniques do you use in your creative process

Value	Count	Percent
Analogies	244	47.9%
Brainstorming	363	71.3%
Checklists	242	47.5%
Collage / Mood boards	208	40.9%
Functional analysis	208	40.9%
Metaphores	222	43.6%
Mindmapping	233	45.8%

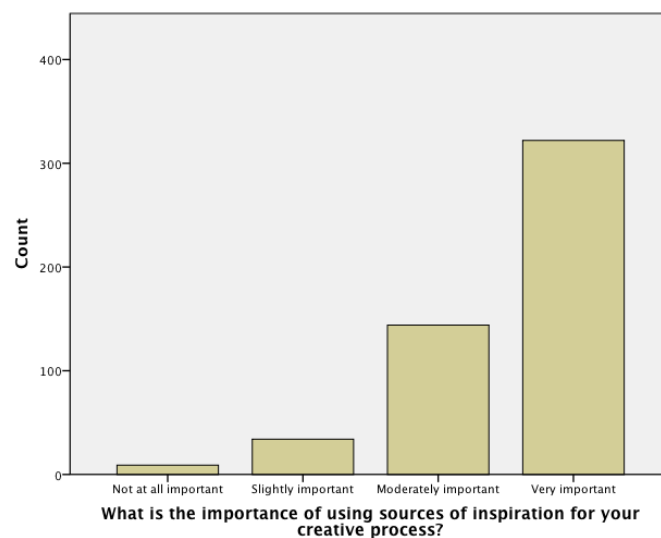


15b. Which of the following techniques do you use in your creative process / Other...

	Count	Percent
Valid Values	13	2.55%
3 D exploration	1	0.2%
Advanced Visualization Techniques	1	0.2%
Being literal/intentional, and embracing every mistake as if they were intentional	1	0.2%
don't believe in most, but mood boards sometimes help	1	0.2%
drugs. I know, it sounds terrible but they do help sometimes. Not always, but	1	0.2%
improvise	1	0.2%
mapping (see: map-it.be	1	0.2%
Marginalia	1	0.2%
Process flows, sketches, cardboard mockups	1	0.2%
Scientific Research	1	0.2%
Sketching, experimenting	1	0.2%
Smoke	1	0.2%
Thinking	1	0.2%

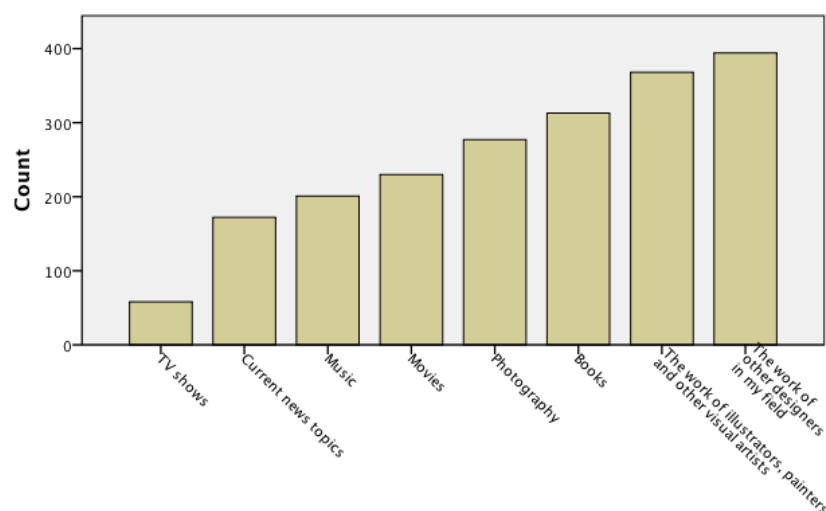
16. What is the importance of using sources of inspiration for your creative process?

Value	Count	Percent
Not at all important	9	1.8%
Slightly important	34	6.7%
Moderately important	144	28.3%
Very important	322	63.3%



17. What are your main sources of inspiration?

Value	Count	Percent
The work of illustrators, painters and other visual artists	368	72.3%
Books	313	61.5%
The work of other designers in my field	394	77.4%
Movies	230	45.2%
Music	201	39.5%
Current news topics	172	33.8%
Photography	277	54.4%
TV shows	58	11.4%

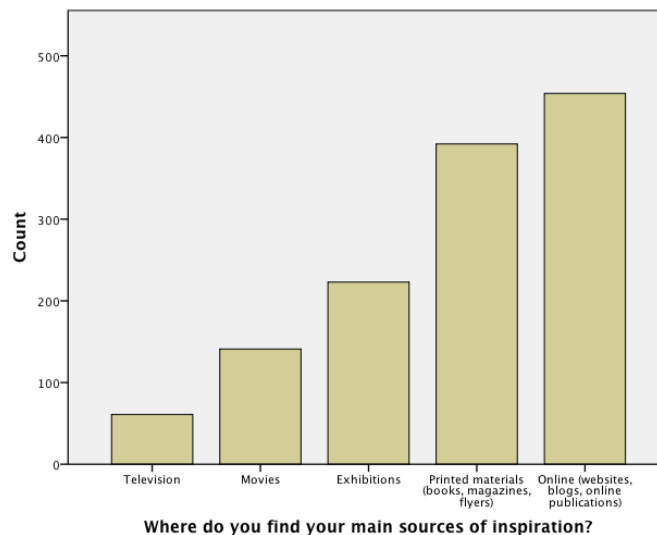


17b. What are your main sources of inspiration? Other...

	Count	Percent
Valid Values	35	6.87%
A little bit of the world out side of the window	1	0.2%
All visual things of the world	1	0.2%
Anime	1	0.2%
Anything in life.	1	0.2%
culture	1	0.2%
current events	1	0.2%
Dance/performances	1	0.2%
Emotions	1	0.2%
every day life	2	0.4%
Everything	1	0.2%
Everywhere	1	0.2%
internet searches	1	0.2%
Life	2	0.4%
Light	1	0.2%
literature, philosophy, sociology	1	0.2%
My children, my life's story, others successes and failures, scratching the surface of	1	0.2%
My daily happenings	1	0.2%
Nature	4	0.8%
nature, people, ordinary life	1	0.2%
Nature/organic	1	0.2%
Other people that may appear on my way, who always leave something left behind	1	0.2%
paintings and drawings, fabric, textiles and nature	1	0.2%
Talk	1	0.2%
The pleasure and rush of a new idea	1	0.2%
The text I'm working with	1	0.2%
The zeitgeist of design & culture, trends, related websites UIs and UXs	1	0.2%
travels	1	0.2%
Twitter	1	0.2%
very dependant on what I am working on. Can be nature, a problem someone	1	0.2%
what people make at home (diy design solutions)	1	0.2%

18. Where do you find your main sources of inspiration?

Value	Count	Percent
Exhibitions	223	43.8%
Movies	141	27.7%
Online (websites, blogs, online publications)	454	89.2%
Printed materials (books, magazines, flyers)	392	77.0%
Television	61	12.0%



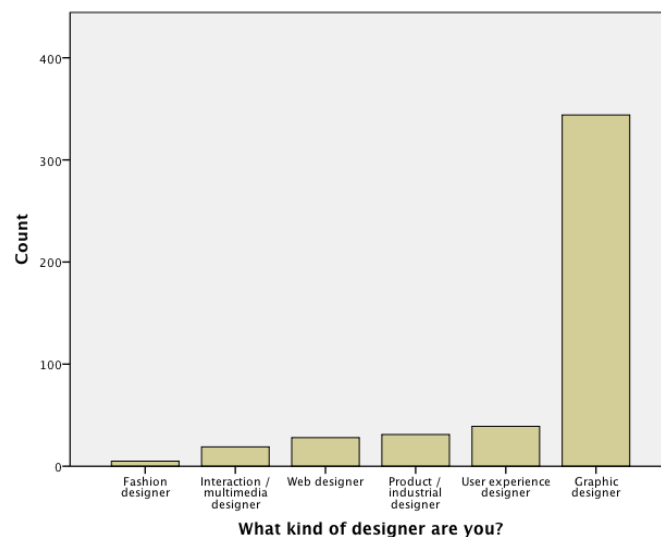
18b. Where do you find your main sources of inspiration? Other...

	Count	Percent
Valid Values	25	4.9%
anywhere and everywhere	1	0.2%
Around	1	0.2%
artisans	1	0.2%
contextual inquiries	1	0.2%
culture	1	0.2%
everyday life	1	0.2%
everywhere	1	0.2%
Experiences	1	0.2%
i cant tell you. it just happen all of the sudden and everywhere triggered by anything	1	0.2%
In I find my inspiration in field (places where I'm at, or the orygin of people)	1	0.2%
in conversations	1	0.2%
In my minds eye	1	0.2%
In normal social life that surrounds me. In some things I see accidently in the streets.	1	0.2%
In the real world	1	0.2%
life	4	0.8%
Meditation	1	0.2%
Nature	1	0.2%
People	1	0.2%

The brain.	1	0.2%
Travels	1	0.2%
Watching my toddler experience the world	1	0.2%
web	1	0.2%

19. What kind of designer are you?

Value	Count	Percent
Graphic designer	344	67.6%
Web designer	28	5.5%
Interaction / multimedia designer	19	3.7%
User experience designer	39	7.7%
Fashion designer	5	1.0%
Product / industrial designer	31	6.1%
Other...	43	8.4%



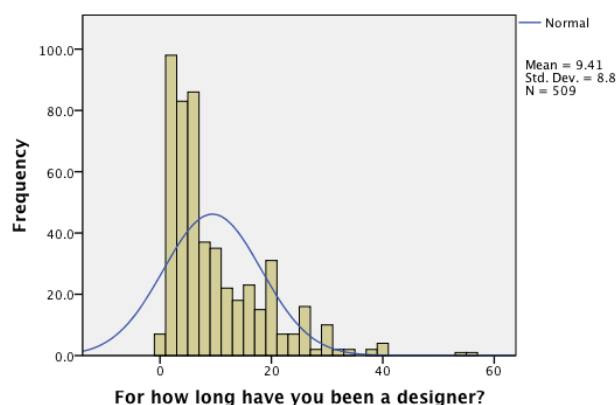
19b. What kind of designer are you? Other...

	Count	Percent
Valid Values	43	8.4%
A Combination of A, B, C, D, F	1	0.2%
all the answers	1	0.2%
Architect	5	1.0%
Art Direction in many fields	1	0.2%
art direction most fields of design, save for product/insdustrial. Say, what's the difference between a Web designer and a Interaction/Multimedia designer? Dude, this questionnaire sucks	1	0.2%
Art Director	1	0.2%
art director/adverstising	1	0.2%
Asstt. Graphic Desinger	1	0.2%

Book designer	1	0.2%
brand manager	1	0.2%
Communication design	1	0.2%
Communication Design student	1	0.2%
Conceptual designer	1	0.2%
Creative branding, service design, innovation & product development	1	0.2%
Designer (aka. I do a bit of everything with a background in Graphic Design)	1	0.2%
Designer de Interiores/equipamento	1	0.2%
designer designer	1	0.2%
designer for social and participatory matter	1	0.2%
Exhibition Designer	2	0.4%
I study Integrated Design	1	0.2%
Illuminated Sign Designer	1	0.2%
Illustration and fine arts	1	0.2%
Interior Designer	2	0.4%
Jewelry Designer	1	0.2%
Motion Designer	3	0.6%
Multi- murals, floral, crafts, gifts	1	0.2%
No single option fits	1	0.2%
PhD in Textiles	1	0.2%
Photographer	1	0.2%
Researcher	1	0.2%
Surface, multimedia	1	0.2%
Tattooer	1	0.2%
Teacher/Professor	1	0.2%
UI designer	1	0.2%
UX and theoretical designer	1	0.2%

20. For how long have you been a designer?

		Value
N	Valid	509
	Missing	0
Central Tendency and Dispersion	Mean	9.41
	Standard Deviation	8.800
	Percentile 25	3.00
	Percentile 50	6.00
	Percentile 75	14.00



21. The country where you presently work

	Count	Percent
ANGOLA	1	0.2%
ARGENTINA	1	0.2%
AUSTRALIA	5	1.0%
AUSTRIA	1	0.2%
BELGIUM	5	1.0%
BRAZIL	6	1.2%
CANADA	9	1.8%
COLOMBIA	1	0.2%
CROATIA	3	0.6%
CYPRUS	1	0.2%
CZECH REPUBLIC	1	0.2%
DENMARK	3	0.6%
EGYPT	1	0.2%
FINLAND	7	1.4%
FRANCE	6	1.2%
GERMANY	28	5.5%
GHANA	1	0.2%
GIBRALTAR	1	0.2%
GREECE	1	0.2%
HUNGARY	1	0.2%
INDIA	8	1.6%
IRELAND	2	0.4%
ISRAEL	2	0.4%
ITALY	6	1.2%

JAPAN	1	0.2%
LITHUANIA	2	0.4%
MACAO	2	0.4%
MEXICO	1	0.2%
NETHERLANDS	5	1.0%
NORWAY	2	0.4%
PAKISTAN	1	0.2%
POLAND	75	14.7%
PORTUGAL	198	38.9%
ROMANIA	1	0.2%
SERBIA	1	0.2%
SOUTH AFRICA	4	0.8%
SPAIN	11	2.2%
SWEDEN	1	0.2%
SWITZERLAND	1	0.2%
THAILAND	1	0.2%
TURKEY	6	1.2%
UNITED ARAB EMIRATES	1	0.2%
UNITED KINGDOM	31	6.1%
UNITED STATES	63	12.4%

22. The city where you presently work

	Count	Percent
Aarhus	1	0.2%
Abrantes	1	0.2%
Accra	1	0.2%
Albufeira	1	0.2%
Alcobaça	1	0.2%
Almada	4	0.8%
Amora	1	0.2%
Amsterdam	1	0.2%
Anchorage	1	0.2%
Antwerp	1	0.2%
Athens	1	0.2%
Atlanta	3	0.6%
Aveiro	2	0.4%
Bangalore	3	0.6%
Barcelona	4	0.8%
Bellingham, WA	1	0.2%

Berlin	3	0.6%
Bern	1	0.2%
Bhopal	1	0.2%
Bialystok	1	0.2%
Bloomington, IL	1	0.2%
Bochum	2	0.4%
Boston	3	0.6%
Boulder, CO	1	0.2%
Breukelen	1	0.2%
Brighton	1	0.2%
Brussels	3	0.6%
Bucharest	1	0.2%
Budapest	1	0.2%
Buenos Aires	1	0.2%
Burgos	1	0.2%
Cairo	1	0.2%
Cali	1	0.2%

Cape Town	1	0.2%
Carlsbad	1	0.2%
Cartaxo	1	0.2%
Cascais	1	0.2%
Castelo Branco	2	0.4%
Chandigarh	1	0.2%
Chesterton	1	0.2%
Chiang Mai	1	0.2%
Chiba	1	0.2%
Chicago	2	0.4%
Cincinnati	2	0.4%
Cologne	5	1.0%
Copenhagen	1	0.2%
Cracow	13	2.6%
Cranfield	2	0.4%
Culpeper	1	0.2%
Częstochowa	1	0.2%
Dallas	2	0.4%
Davis	2	0.4%
Denver	1	0.2%
Des Moines, IA	1	0.2%
Dortmund	10	2.0%
Dubai	1	0.2%
Dublin	1	0.2%
Eindhoven	1	0.2%
El Paso	1	0.2%
Espoo	1	0.2%
Essen	1	0.2%
Évora	3	0.6%
Frankfurt	2	0.4%
Galashiels	1	0.2%
Gdansk	3	0.6%
Gdynia	1	0.2%
Genk/Hasselt	1	0.2%
Genoa	1	0.2%
Gibraltar	1	0.2%
Glentana	1	0.2%
Gothenburg	1	0.2%
Granada	1	0.2%
Grand Haven	1	0.2%
Grand Rapids, MI	1	0.2%
Greene	1	0.2%
Groningen	1	0.2%
Hagen	1	0.2%
Halle	1	0.2%
Hamburg	1	0.2%
Helsinki	2	0.4%
Horta	1	0.2%
Houston	1	0.2%

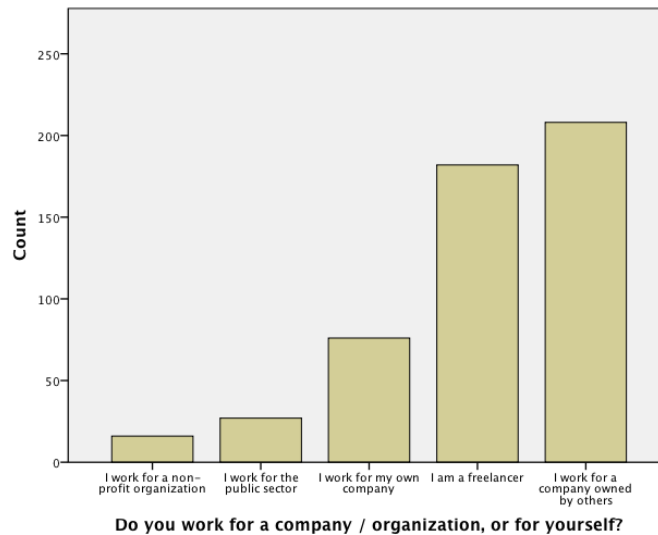
Hyderabad	1	0.2%
Indianapolis	2	0.4%
Istanbul	2	0.4%
Izmir	4	0.8%
Johannesburg	2	0.4%
Karlsruhe	1	0.2%
katowice	1	0.2%
Kielce	1	0.2%
Kitchener	1	0.2%
Klaipėda	1	0.2%
Kolkata	1	0.2%
KOSZALIN	1	0.2%
Kraszewice	1	0.2%
Lafayette/Indianapolis	1	0.2%
Lagos	1	0.2%
Leesburg	1	0.2%
Linda-a-Velha	1	0.2%
Lisbon	158	31.0%
Liverpool	1	0.2%
Lodz	4	0.8%
London	22	4.3%
Los Angeles	3	0.6%
Luanda	1	0.2%
Lubin	2	0.4%
Macau	2	0.4%
Malaga	1	0.2%
MANCHESTER	1	0.2%
Marseille	1	0.2%
Meath	1	0.2%
Melbourne	2	0.4%
Mexico City	1	0.2%
Miami	1	0.2%
Mikołów	1	0.2%
Milano	1	0.2%
Millbury	1	0.2%
Milton Keynes	1	0.2%
Montreal	1	0.2%
New Delhi	1	0.2%
New York	8	1.6%
Newcastle	1	0.2%
Newcastle upon Tyne	1	0.2%
Nicosia	1	0.2%
Novi Sad	1	0.2%
Nowy Sącz	1	0.2%
NYSA	1	0.2%
Oakland, CA	1	0.2%
Oeiras	1	0.2%
Opole	1	0.2%
Oslo	2	0.4%

Otrock	1	0.2%
Ourense	1	0.2%
Pabianice	1	0.2%
Padova	1	0.2%
Palermo	1	0.2%
Paris	4	0.8%
Perth	1	0.2%
Pforzheim	1	0.2%
Philadelphia	2	0.4%
Pisa	1	0.2%
Pittsburgh	1	0.2%
Portimão	1	0.2%
Portland, Oregon	1	0.2%
Porto	7	1.4%
Poznań	2	0.4%
Prague	1	0.2%
Preston	1	0.2%
Pune	1	0.2%
Reszow	1	0.2%
Rio de Janeiro	2	0.4%
Rochester NY	1	0.2%
Rome	1	0.2%
Rovaniemi	1	0.2%
Rutki	1	0.2%
Sacramento	1	0.2%
San Diego	1	0.2%
San Francisco	5	1.0%
Santarém	2	0.4%
São Paulo	4	0.8%
Seattle	1	0.2%
Seixal	2	0.4%
Setúbal	1	0.2%
Sevilla	2	0.4%
Sintra	2	0.4%

sopot	1	0.2%
Sousel, Portalegre	1	0.2%
Stuart	1	0.2%
Sydney	1	0.2%
Sysmā	1	0.2%
Szczecin	3	0.6%
Tampere	1	0.2%
TARNÓW	1	0.2%
Tel Aviv	2	0.4%
The Hague	1	0.2%
Thousand Oaks	1	0.2%
Tomar	1	0.2%
Toronto	2	0.4%
Turku	1	0.2%
Uniescie	1	0.2%
Valencia	2	0.4%
Viana do Castelo	1	0.2%
Vienna	1	0.2%
Vilnius	1	0.2%
Warsaw	23	4.5%
Wilmington	1	0.2%
Windsor	5	1.0%
Woodstock	1	0.2%
wroclaw	5	1.0%
Zagreb	3	0.6%

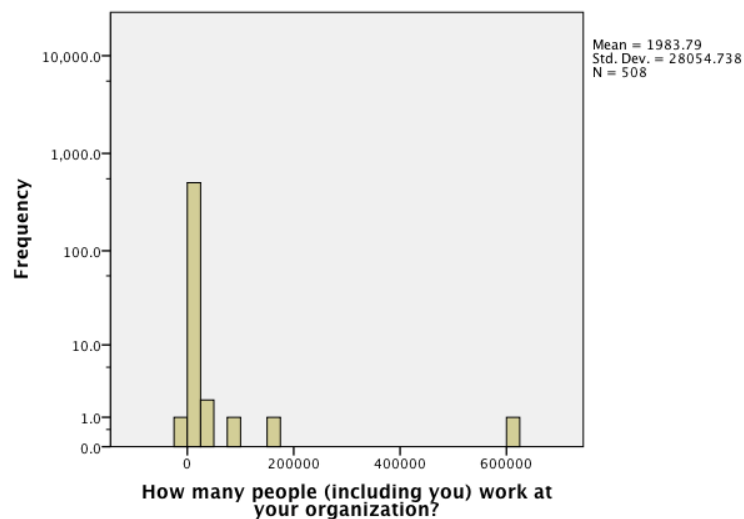
23. Do you work for a company / organization, or for yourself?

Value	Count	Percent
I am a freelancer	182	35.8%
I work for my own company	76	14.9%
I work for a company owned by others	208	40.9%
I work for a non-profit organization	16	3.1%
I work for the public sector	27	5.3%



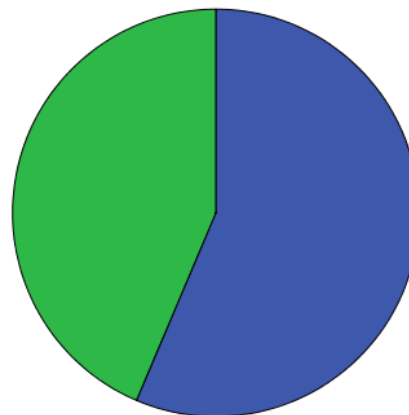
24. How many people (including you) work at your organization?

		Value
N	Valid	508
	Missing	1
Central Tendency and Dispersion	Mean	1983.79
	Standard Deviation	28054.738
	Percentile 25	1.00
	Percentile 50	4.00
	Percentile 75	25.00



25. Do you currently have any professional activity besides your job as a designer?

Value	Count	Percent
No	287	56.4%
Yes	222	43.6%



Do you currently have any professional activity besides your job as a designer?

■ No
■ Yes

25b. Please specify your other professional activity

	Count	Percent
Valid values	296	58.2%
Make up	1	0.2%
Academic lecturer	1	0.2%
Adjunct Teacher, freelancer	1	0.2%
Administrative assistant	1	0.2%
animals brading	1	0.2%
Architecture	2	0.4%
Art Director at my own Company	1	0.2%
Athlete, Coffee Maker	1	0.2%
Auto Detailing	1	0.2%
babysitter	1	0.2%
bartender	1	0.2%
being a salesman	1	0.2%
Brand Coordinator	1	0.2%
branding	1	0.2%
Bus Driver	1	0.2%
CakeDesigner	1	0.2%
candid photographer	1	0.2%
Cashier	1	0.2%
clothing company co-owner	1	0.2%
College Teacher	1	0.2%
commercial	1	0.2%
Contract consultant for visual design & web development	1	0.2%
Copywriter	1	0.2%
creative consultant	1	0.2%
Creative Director/ Teacher	1	0.2%
Crossfit trainer	1	0.2%

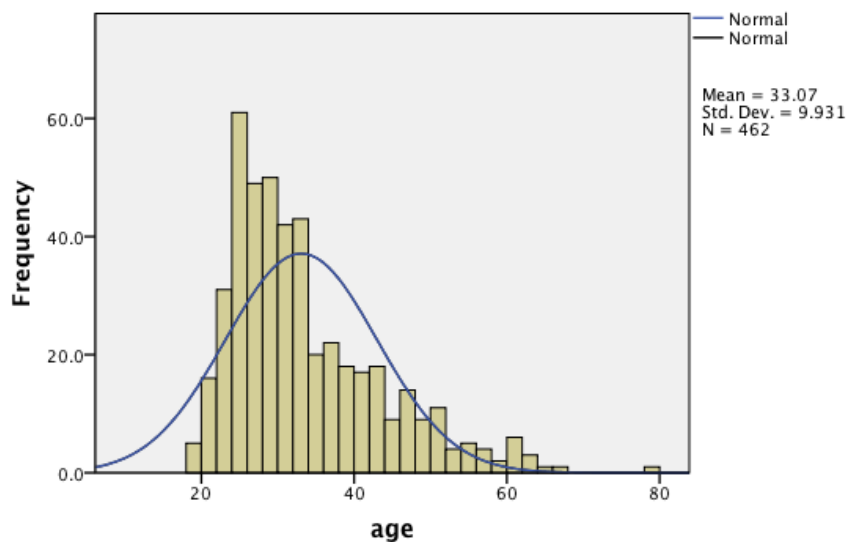
curator	1	0.2%
Customer service	1	0.2%
Dancing	1	0.2%
Design Science and Design Theory	1	0.2%
design t-shirts mugs etc.	1	0.2%
design teacher	2	0.4%
Design Tutor	1	0.2%
Designer	2	0.4%
Designer, illustrator and animation director.	1	0.2%
Docente	1	0.2%
education of future designers	1	0.2%
Educator	4	0.8%
Educator/Choreographer	1	0.2%
Engineer	1	0.2%
entrepreneur	1	0.2%
Equipment rental	1	0.2%
Espaços de trabalho partilhado	1	0.2%
Event Manager	2	0.4%
factory worker	2	0.4%
farmer	1	0.2%
felting making, knitting, blogging, educator	1	0.2%
film production	1	0.2%
Fine art, grafic	1	0.2%
Fine Artist	1	0.2%
freelance, tshirt design	1	0.2%
Freelance/contract	1	0.2%
freelancer	20	3.9%
Gardener	1	0.2%
golf tournaments and golf trips organiser	1	0.2%
Graffiti	1	0.2%
graphic designer	4	0.8%
Graphic-Design, Webdesign for a small company	1	0.2%
Human Resources	1	0.2%
I manage a site account	1	0.2%
illustration / book editing	1	0.2%
illustrator	1	0.2%
jewelry designer	1	0.2%
jobbing at an event service agency	1	0.2%
joga instructor, cleaner	1	0.2%
Lecturer	3	0.6%
marketing	1	0.2%
Marketing Assistant for TripAdvisor	1	0.2%
marketing research	1	0.2%
mechanic's assistant	1	0.2%
music production	1	0.2%
Musician	6	1.2%

Offset Worker	1	0.2%
On the Board for a Society of typographers (voluntary)	1	0.2%
Outdoor equipment manufacture	1	0.2%
painter	2	0.4%
Personal Trading Business	1	0.2%
Ph.D Student/Teacher	1	0.2%
PhD student	2	0.2%
PhD student researcher	1	0.2%
Photographer	9	1.8%
photographer and design	1	0.2%
Photography styling	1	0.2%
professora/fotografa	1	0.2%
Project Manager - IT service delivery	1	0.2%
promoter	1	0.2%
recepcionista	1	0.2%
related with cinema - writing and directing	1	0.2%
Researcher	1	0.2%
Retail management	1	0.2%
Retail work	1	0.2%
Room manager in a restaurant	1	0.2%
Run my own App Company	1	0.2%
Running a small hotel.	1	0.2%
senior brand manager	1	0.2%
Speaker and teacher	1	0.2%
SPORT, ARTIST	1	0.2%
Stock e expedição, loja online, material led	1	0.2%
Student researcher	1	0.2%
T-shirt designer	1	0.2%
Teacher	33	6.5%
Teacher, and graphic	1	0.2%
teacher, researcher, consultant	1	0.2%
Teaching and research	2	0.4%
teaching is a creative activity as is design consultancy?	1	0.2%
Teaching t'ai chi	1	0.2%
teaching, management design	1	0.2%
terapias manuais	1	0.2%
Typographer	1	0.2%
UI Designer	1	0.2%
university teacher	6	1.2%
Visual Artist	1	0.2%
Visual Effects	1	0.2%
Waitress	1	0.2%
Walking dogs, online second hand shop	1	0.2%
web designer	4	0.8%
Web designer, illustrator	1	0.2%
WEB SELLER	1	0.2%

Wedding Photographer	1	0.2%
work at a help desk	1	0.2%
work in projects on culture in country	1	0.2%
Workshop teacher, freelance designer	1	0.2%
Writer, Student	1	0.2%
Writing	1	0.2%

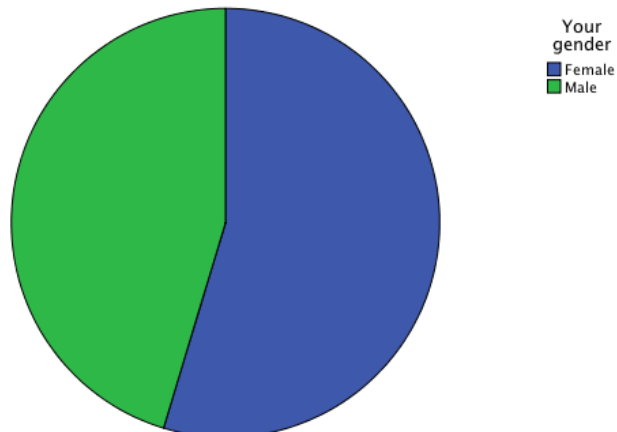
26. Age (processed from “Your birth date”)

		Value
N	Valid	462
	Missing	47
Central Tendency and Dispersion	Mean	33.07
	Standard Deviation	9.931
	Percentile 25	26.00
	Percentile 50	30.00
	Percentile 75	38.00



27. Your gender

	Count	Percent
Female	269	52.8%
Male	223	43.8%
No reply	17	3.3%



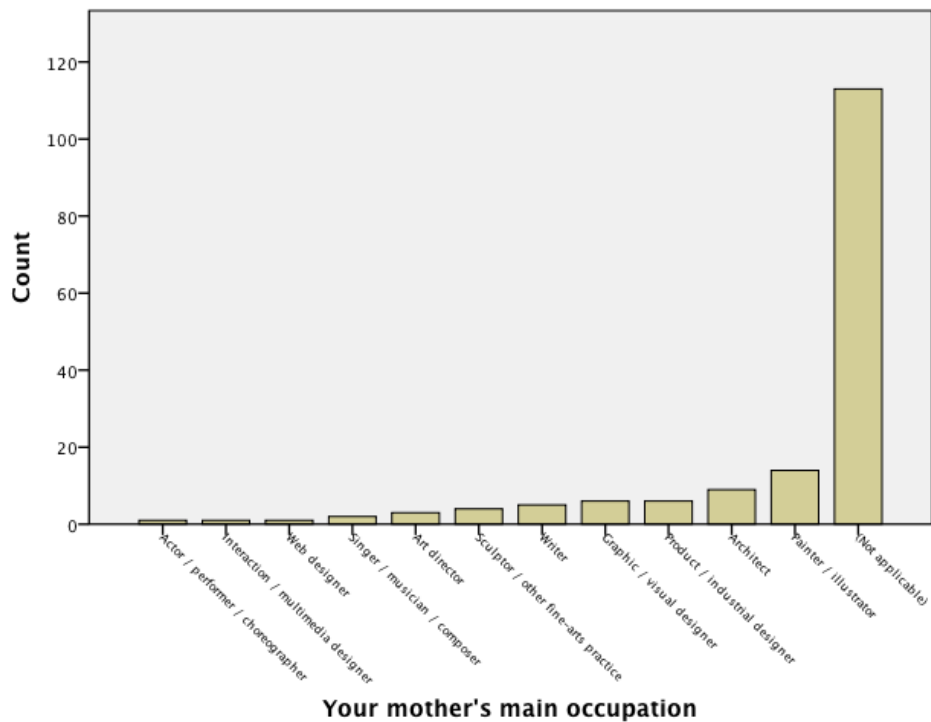
28. Your country of birth

	Count	Percent
ANGOLA	4	0.8%
ARGENTINA	2	0.4%
AUSTRALIA	4	0.8%
BELGIUM	2	0.4%
BRAZIL	11	2.2%
CANADA	7	1.4%
COLOMBIA	3	0.6%
CROATIA	4	0.8%
CYPRUS	1	0.2%
DENMARK	2	0.4%
EGYPT	1	0.2%
FINLAND	7	1.4%
FRANCE	6	1.2%
FRENCH SOUTHERN TERRITORY	1	0.2%
GERMANY	24	4.7%
GHANA	1	0.2%
GREECE	3	0.6%
GUAM	1	0.2%
INDIA	9	1.8%
IRAN, ISLAMIC REPUBLIC OF	1	0.2%
IRELAND	2	0.4%
ISRAEL	2	0.4%
ITALY	7	1.4%
JAPAN	1	0.2%
KUWAIT	1	0.2%
LITHUANIA	3	0.6%
MEXICO	5	1.0%

MOZAMBIQUE	2	0.4%
NETHERLANDS	4	0.8%
NORWAY	1	0.2%
PAKISTAN	2	0.4%
POLAND	79	15.5%
PORTUGAL	199	39.1%
ROMANIA	2	0.4%
RUSSIAN FEDERATION	1	0.2%
SAO TOME AND PRINCIPE	1	0.2%
SERBIA	2	0.4%
SOUTH AFRICA	6	1.2%
SPAIN	8	1.6%
SWEDEN	1	0.2%
SWITZERLAND	2	0.4%
THAILAND	1	0.2%
TURKEY	5	1.0%
UKRAINE	1	0.2%
UNITED KINGDOM	6	1.2%
UNITED STATES	52	10.2%
VENEZUELA	1	0.2%
ZAMBIA	1	0.2%

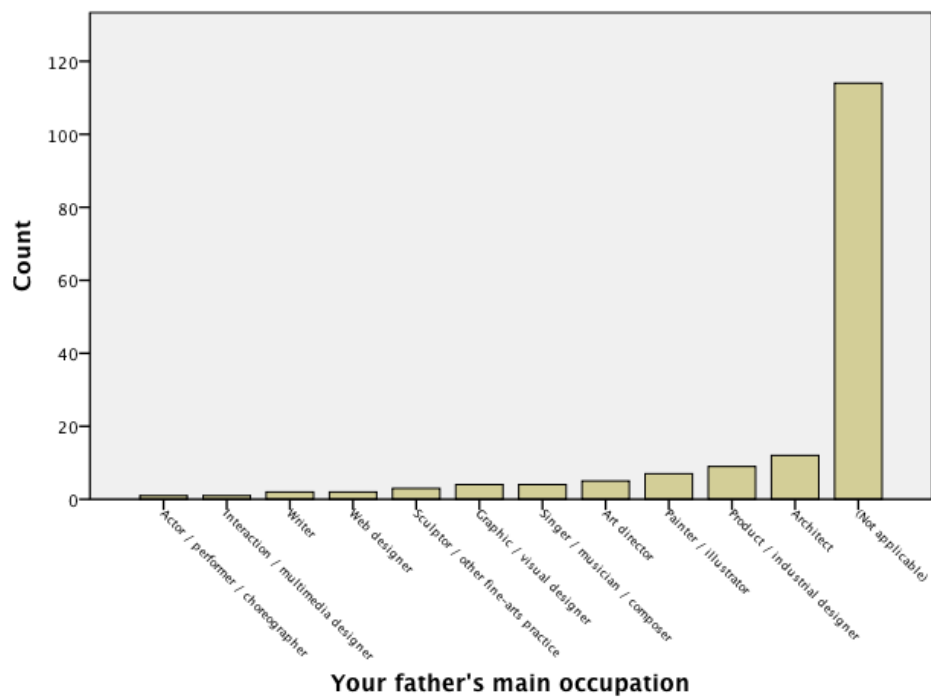
29. Your mother's job

Value	Count	Percent
(Not applicable)	113	22.2%
Architect	9	1.8%
Art director	3	0.6%
Graphic / visual designer	6	1.2%
Product / industrial designer	6	1.2%
Interaction / multimedia designer	1	0.2%
Web designer	1	0.2%
Painter / illustrator	14	2.8%
Sculptor / other fine-arts practice	4	0.8%
Singer / musician / composer	2	0.4%
Actor / performer / choreographer	1	0.2%
Writer	5	1.0%
Other ...	344	67.6%



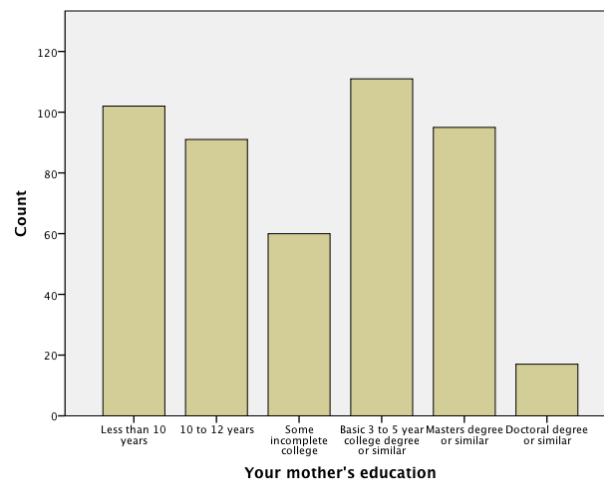
30. Your father's job

Value	Count	Percent
(Not applicable)	114	22.4%
Architect	12	2.4%
Art director	5	1.0%
Graphic / visual designer	4	0.8%
Product / industrial designer	9	1.8%
Interaction / multimedia designer	1	0.2%
Web designer	2	0.4%
Painter / illustrator	7	1.4%
Sculptor / other fine-arts practice	3	0.6%
Singer / musician / composer	4	0.8%
Actor / performer / choreographer	1	0.2%
Writer	2	0.4%
Other ...	345	67.8%



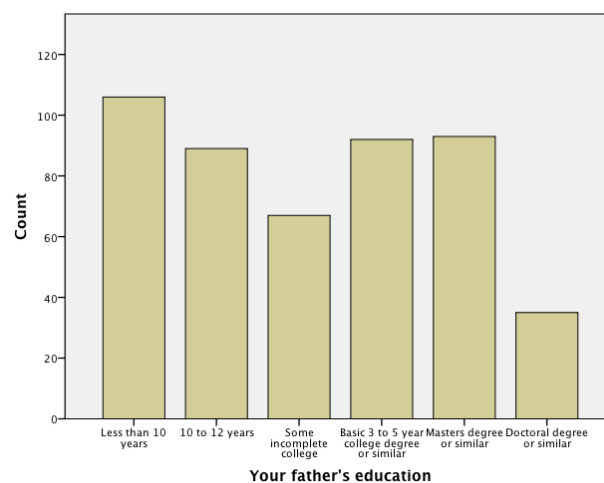
31. Your mother's education

Value	Count	Percent
Less than 10 years	102	20.0%
10 to 12 years	91	17.9%
Some incomplete college	60	11.8%
Basic 3 to 5 year college degree or similar	111	21.8%
Masters degree or similar	95	18.7%
Doctoral degree or similar	17	3.3%
No reply	33	6.5%



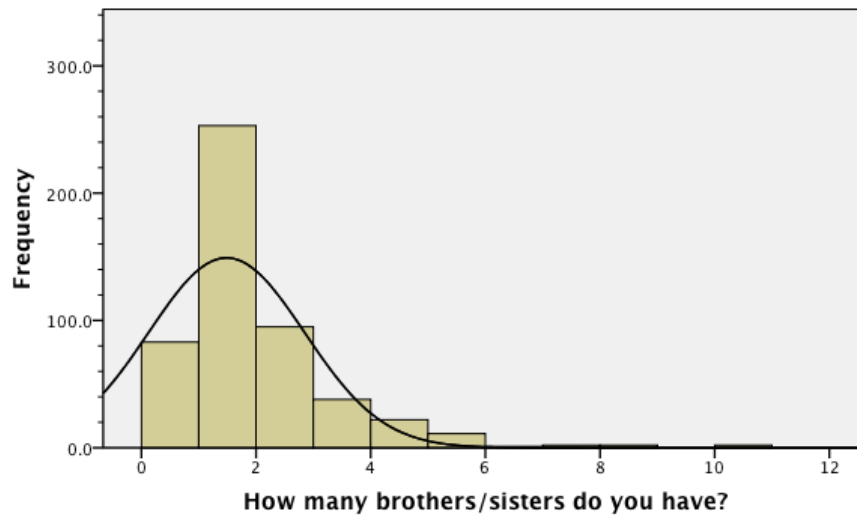
32. Your father's education

Value	Count	Percent
Less than 10 years	106	20.8%
10 to 12 years	89	17.5%
Some incomplete college	67	13.2%
Basic 3 to 5 year college degree or similar	92	18.1%
Masters degree or similar	93	18.3%
Doctoral degree or similar	35	6.9%
No reply	27	5.3%



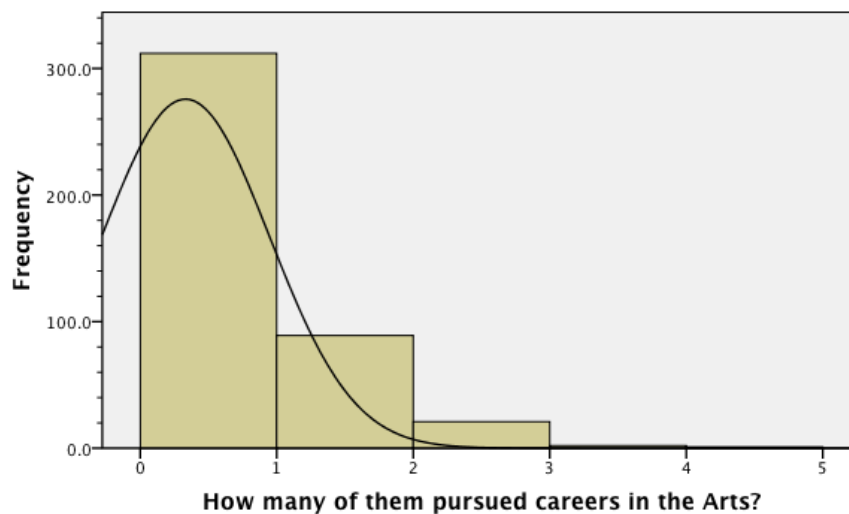
33. How many brothers/sisters do you have?

		Value
N	Valid	509
	Missing	0
	Percentile 25	1.00
	Percentile 50	1.00
	Percentile 75	2.00



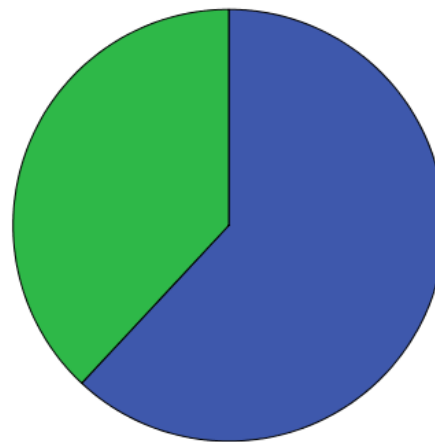
33b. How many of them pursued careers in the Arts?

		Value
N	Valid	425
	Missing	84
	Percentile 25	.00
	Percentile 50	.00
	Percentile 75	1.00



34. Did any member of your family influenced you or was at any rate an inspiration for you to become a designer?

Value	Count	Percent
No	306	60.1%
Yes	188	36.9%
No reply	15	2.9%



Did any member of your family influenced you or was at any rate an inspiration for you to become a designer?

■ No
■ Yes